

A GUIDE TO RECRUITMENT



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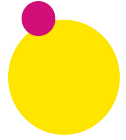
WHAT WE'RE GOING TO COVER TODAY

1. Introductions and reminder about the poll.
2. Introduction to Brightsparks.
3. Challenges with recruitment.
4. Recruitment Pack overview.
 - i. Recruitment Process.
5. Value Proposition.
 - i. Starting to develop *your* value proposition.
6. Job descriptions.
 - i. Considerations and what to include.
7. Next steps.



INTRODUCTION TO BRIGHTSPARKS

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WHO WE ARE

Andy Simpson

Managing Director

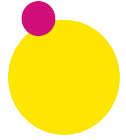
Sian Williams

Head of Marketing and Customer Success

Emily Lawley

Interim Head of Marketing and Customer Success





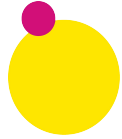
OUR VALUES

We believe in the power of purpose-focused organisations as a force to bring about positive change for people and society.

That's why we exclusively work on social purpose projects to help our clients achieve their goals.

**Changing
behaviour for
social good.**

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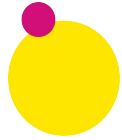
OUR UNIQUE APPROACH TO RECRUITMENT

Using industry leading systems and strategies for social purpose projects.

Campaigns designed using evidence-based behavioural psychology* to achieve our client's aims.

Profits and resources are donated to our sister Community Interest Company to do even more good

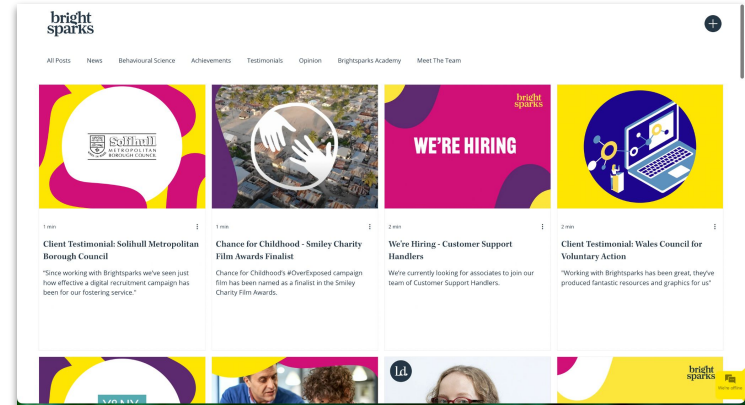
* The behavioural psychology we use to design campaigns actually won the Nobel Prize for Economics, so it's pretty good.

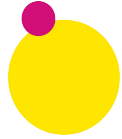


OUR EXPERIENCE

Brightsparks has extensive experience of designing and delivering successful campaigns and specialist recruitment projects for public and charity sector clients across the UK, with a particular specialism in children's workforce professions. Each has required technical expertise, creativity and dexterity.

All of these projects have been delivered by our in house team of specialists and creatives. As a full-service agency, we have the flexibility to draw upon the relevant expertise and specialists from across the business to rapidly develop high quality, innovative solutions that have a lasting impact.

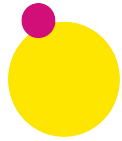




OUR CLIENTS



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SPECIALIST RESIDENTIAL CARE RECRUITMENT

Recruitment of all residential care staff for a new Rotherham Metropolitan Borough Council (RMBC) children's residential care home estate. We developed a new value-proposition employer brand and microsite to support our innovative new digital recruitment pathway.

Based on our continued success, we have since been recommissioned by RMBC on six further occasions to fill all posts across all new children's homes, including supported lodging for 16-21 year-olds. Our current round of recruitment has seen over 5,400 job page views and is on target for 70 quality applicants.

Key
achievements:

117

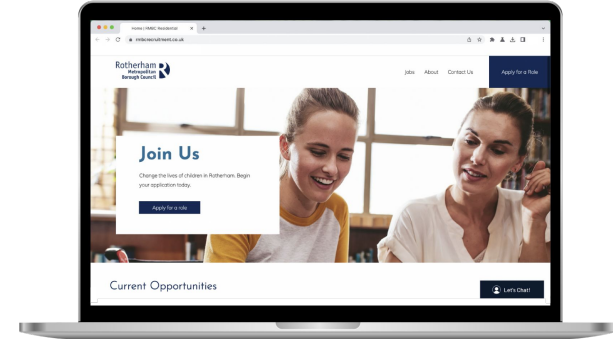
CVs
screened

43

Screening calls

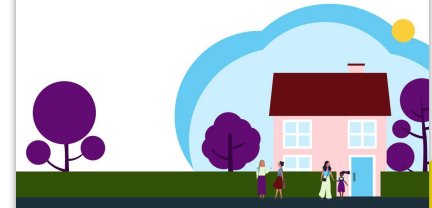
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Offers



Rebecca Wall, Head of Children in Care

"We believe in caring for our staff, so our staff can provide the best quality care for Rotherham's children and young people."



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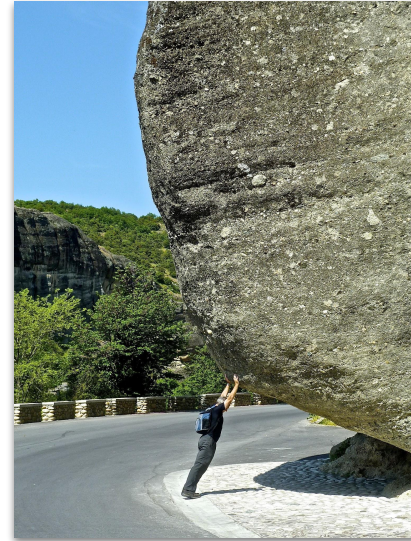
**LET'S TALK ABOUT
CHALLENGES...**

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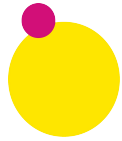
WHAT MAKES RECRUITMENT CHALLENGING?

Recruitment can be really tough!

- What do you find most difficult?
- What is the biggest recruitment challenge you face?
- Is there one thing that would make it feel easier?



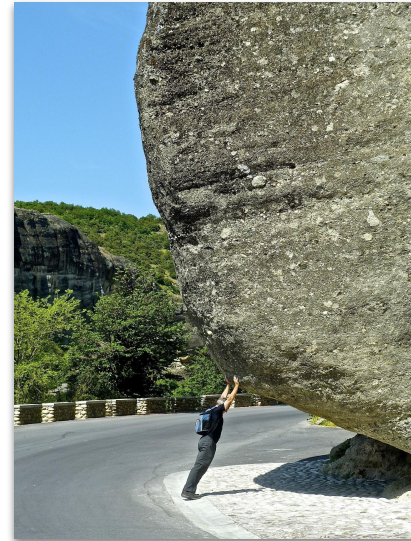
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WHAT MAKES RECRUITMENT CHALLENGING?

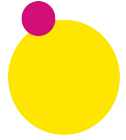
Some of the challenges:

- Resource heavy.
- Competitive marketplace.
- Timescales - working at speed!
- Candidates have a lot of choice - they're choosing you as much as you're choosing them!
- Youth Work is a relative unknown and the recent lack of funding might make people cautious.
- Trying to reach people in existing careers and encouraging them to move across.
 - Reaching people who are already in work.
 - Meeting them where they are.
- We will get their attention through having a strong benefits package, selling *your* organisation. Values-based marketing.



RECRUITMENT PACK

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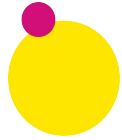
RECRUITMENT PACK

The Brightsparks Recruitment Pack is a comprehensive guide to all things recruitment. Designed to support people who have never done recruitment before, the toolkit takes them through each stage of the recruitment process in a simple, jargon-free way.

With explanations about each recruitment stage, best practice examples, tips and easy-to-follow templates, the pack will help YIF Grantees successfully recruit new Youth Workers to their organisations.



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THE RECRUITMENT PROCESS



Employer's brand marketing and value proposition.



Define role and write job description.



Decide offer and benefits package.



Employer preparation.



Choose recruitment approach: online, or with an agency.



Advertise the role.



CV acquisition, review and shortlisting.



Screening calls (including application questions) and validation.



Interview process.



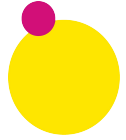
Offer and award the role and contracting.

Plus:

- Recruitment and Employment Law.
- Fair and accessible recruitment.
- FAQs.

CREATING AN EMPLOYER BRAND

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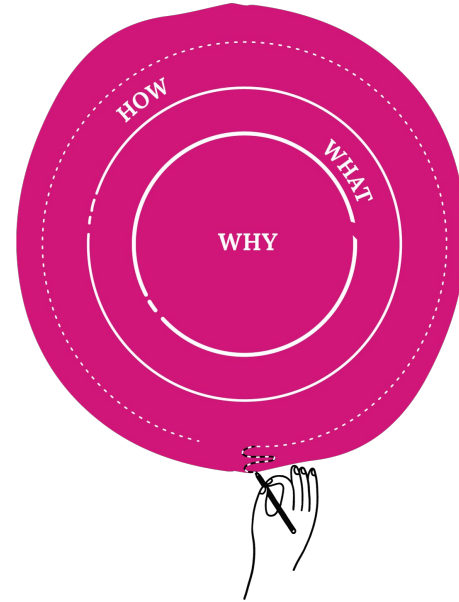
GOLDEN CIRCLE MESSAGING

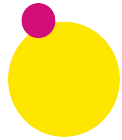
Simon Sinek's theory on a business' Value Proposition (VP) is called The Golden Circle.

The theory explains how leaders can inspire cooperation, trust, and change in a business. It's based on Sinek's research into how the most successful organizations think, act and communicate if they 'start with why'.

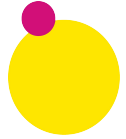
In simple terms, you need to define the rings of The Golden Circle, starting with **Why** and moving outwards through **How** and **What**.

Having a clear sense of your value proposition will help you run successful recruitment campaigns. If you can clearly tell prospective candidates why they should work for *you*, it's guaranteed to engage with the best-suited people to your organisation.





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GOLDEN CIRCLE EXAMPLE

Youth Investment Fund

Why

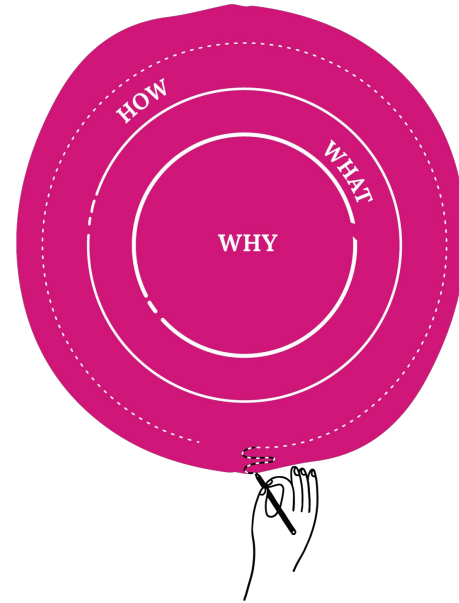
We're here to create...to drive positive outcomes for young people, including improved mental and physical wellbeing, and skills for life and work.

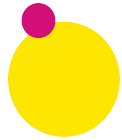
How

The Youth Investment Fund is a commitment to young people to transform and level up the out-of-school youth sector. It will provide truly innovative youth facilities in levelling up priority areas, and early-stage/seed resource funding to underpin them, enabling more positive activities that deliver improved outcomes for young people.

What

The Youth Investment Fund (YIF) is over £300m of capital and revenue grants, funded by the UK Government.





EXERCISE: YOUR VALUES STATEMENT

Why

- Why does your company exist?
- Why do you get out of bed every morning to do the work you do?
- Why should anyone care about the work you do?

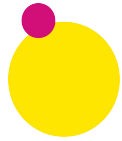
How

- How do you achieve your goal(s)?
- What sets you apart from other organisations in the industry?

What

- Describe what you do, which services you offer.





TEMPLATE: WRITING YOUR VALUES STATEMENT

Your Golden Circle messaging template

We believe...[tell people **why** your organisation exists].

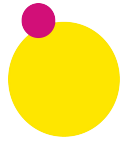
We are...[describe **how** you do what you do].

We... [add your **whats** here].



CREATING A JOB PACK

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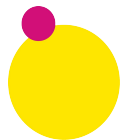


USING YOUR VALUES PROPOSITION FOR RECRUITMENT

What do you want people to know about working in your organisation? This will form how you use your value proposition (VP) during recruitment activity as it will help attract candidates and encourage them to apply for your role(s).

Below are some key areas to consider. Not all elements will be relevant to your organisation and there may be things that are missing from this list that you offer employees, simply add or remove headings as needed to form your own Value Proposition.

- Salary offering:
- Benefits: [Pension, annual leave, cycle to work scheme, on site parking, birthday day off, etc.]
- Size of team, workloads:
- Career development, progression and support:
- Wellbeing offering:
- Staff recognition:
- Work ethic:



EXAMPLE JOB DESCRIPTION

Hi,

Thank you for your interest in our role.

Brightsparks is a full service consultancy specialising in behaviour change for social good.

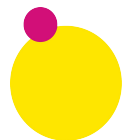
Our values

We believe in the power of purpose-focused organisations as a force to bring about positive change for people and society.

That's why we exclusively work with social purpose organisations to help them achieve their goals.

We are looking for candidates who share our core company values including;

- **Ambitious** - the more organisations we work with, the more people we can help, the greater our social impact is.



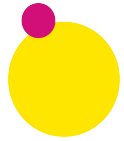
EMPLOYEE TESTIMONIALS

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What our staff say about working at Brightsparks Agency:

"I felt like part of the team even before I formally started working at Brightsparks - It's such a friendly and supportive environment where we're challenged to do our best every day but have a lot of fun whilst doing so! No two days are the same and I can honestly say that I genuinely enjoy every aspect of my role here."

"Honestly, I just really love working here! Not only are we a creative, solution orientated agency, but the work we do actually makes a difference to people's lives. I have ADHD and when I told Sian and Lizzie that I would be starting to take medication not long after starting to work here, they were both supportive and understanding. It seems like such a natural thing to accept people for different ways of thinking and processing information, but unfortunately that isn't always the case. Lots of companies throw buzzwords around nowadays like 'Empowering' and 'Inclusive' but at Brightsparks these aren't just 21st century boxes to tick - these are things that are instilled every day by the warmth and level of care the management team has for our work, our clients and us!"



KEY FUNCTIONS OF THE ROLE

Job Title: Account Manager

Job Functions:

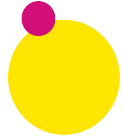
1. [To manage the relationships, marketing, customer service and campaign requirements across a portfolio of clients and projects ensuring that BSA meets and, where possible, exceeds out contractual obligations.

Objectives for the role:

1. 80% of client accounts are on track or successfully achieved against company scorecard.

Key responsibilities:

1. Manage a varying portfolio of clients whilst cultivating and maintaining strong client relationships.



TEMPLATE EXAMPLE

Job Title: [XXX]

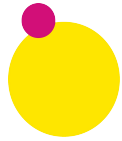
Job Functions:

1. [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.]

Objectives for the role: Optional. Goals/aims that measure the success of the person in the role.

1. [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.]

Key responsibilities: List what the post holder will have decision-making responsibility for or areas they have direction over, if applicable.



ESSENTIAL INFO & BENEFITS PACKAGE

Hours:

Brightsparks operates a typical 35 hour working week.

Salary Range

£XX,XXX - £XX,XXX

Contract:

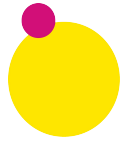
Permanent / Full-time

Location:

Hybrid working with requirement to work from York City Centre Office as well as home.

Reporting to:

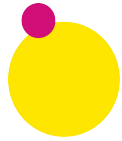
Head of Marketing and Client Success.



YOUTH WORKER JOB PACK

Some of the considerations you need to make when creating a Youth Worker Job Pack:

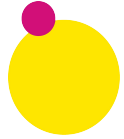
- Ages of children/young people they'll be working with.
- Working pattern - evenings and weekend?
- Working environment(s).
- Qualifications/training: Youth Work; safeguarding; health and safety; first aid.
- Volunteering experience.
- Experience working with young people with SEND.
- What are their Day-to-day tasks?
 - Support young people, including carers and people at risk of offending
 - Run projects that focus on issues like health, bullying, crime or drugs
 - Design and organise activity programmes for young people
- Career path and progression.
- Practical experience of health and safety.
- Current driving licence and access to a vehicle.



YOUTH WORKER JOB PACK: TRANSFERABLE SKILLS

Some examples of transferable skills an applicant may need. Do you have any other things to include?

- Creatively coming up with ideas for activities.
- Being able to speak with children and young people (sports clubs etc.).
- Excellent verbal communication skills.
- Sensitivity and understanding.
- Knowledge of psychology.
- The ability to work well with others.
- Patience and the ability to remain calm in stressful situations.
- To be thorough and pay attention to detail.
- Counselling skills including active listening and a non-judgemental approach.
- the ability to understand people's reactions
- to be able to carry out basic tasks on a computer or hand-held device

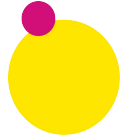


ADVERTISING YOUR ROLE

Due to the recent lack of funding and relative lack of current Youth Workers looking for a new role, you are going to have a more challenging candidate pool to advertise to.

You are likely going to be targeting people who aren't actively looking for a new role, but who you know will have great transferable skills and experience.

So how to do this...

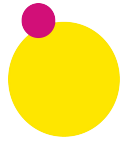


ADVERTISING YOUR ROLE

Think about the networks you already have and use them: newsletters, contacts, LinkedIn, notice boards, networking groups, etc.

- Paid and free - considerations.
- Recruitment website platforms.
- Universities to target graduates.

The channels you use will depend on the requirements of your role, the audiences you wish to attract to your advert and your budget.

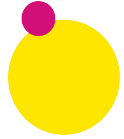


ADVERTISING YOUR ROLE

The Challenge:

You need to meet them where they are - speak to them on the channels and in the places that they already visit.

- Industry publications and website - articles/blogs about Youth Work, for example.
- LinkedIn (targeting certain industries).
- Google ads and search terms.
- Social media targeting campaigns.



COMMUNICATING WITH APPLICANTS

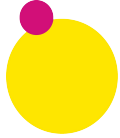
It's important to communicate with applicants at all stages of the recruitment process in a timely manner. We recommend responding to all types of enquiries in an open way with a focus on accessible recruitment and personalised responses where possible.

Updating candidates on their progress and about any changes to the timescales will reduce their anxiety, make sure they have a positive experience and give them a good impression of your organisation.

This can be very resource-heavy! We have guidance and email templates in our Recruitment Pack and can work with you one-to-one on your recruitment campaigns.

NEXT STEPS

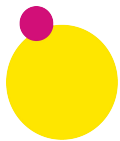
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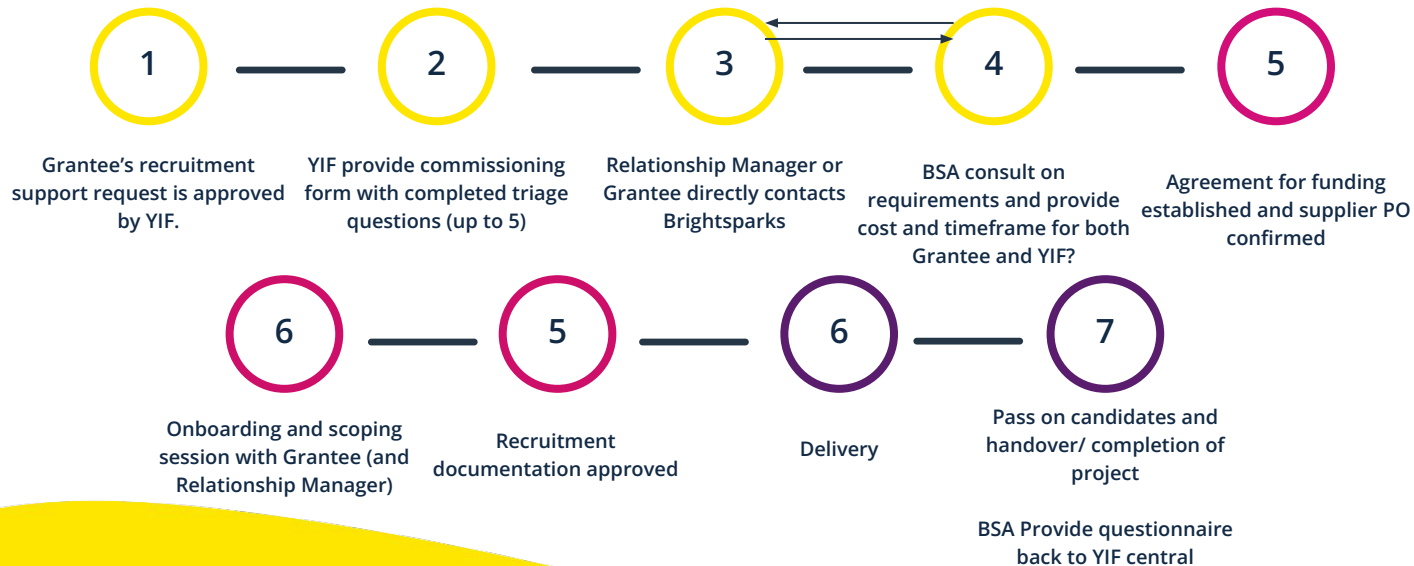
To find out more about the funded services on offer and to request support with any part of your project, go to **youthinvestmentfund.org.uk/support** or speak to your Relationship Manager.

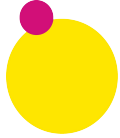
**YOUTH
INVESTMENT
FUND**

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WORKFLOW FOR COMMISSIONING BRIGHTSPARKS RECRUITMENT SERVICES





Since working with Brightsparks we've seen just how effective a digital recruitment campaign has been for our fostering service. We're so glad to welcome more carers so together we can help all of Solihull's children grow up with that vital sense of belonging.

- Anna Stephens, Head of Service for Fostering, Adoption and Residential Children's Homes



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QUESTIONS FOR US?

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Thank you!

hello@brightsparksagency.com

